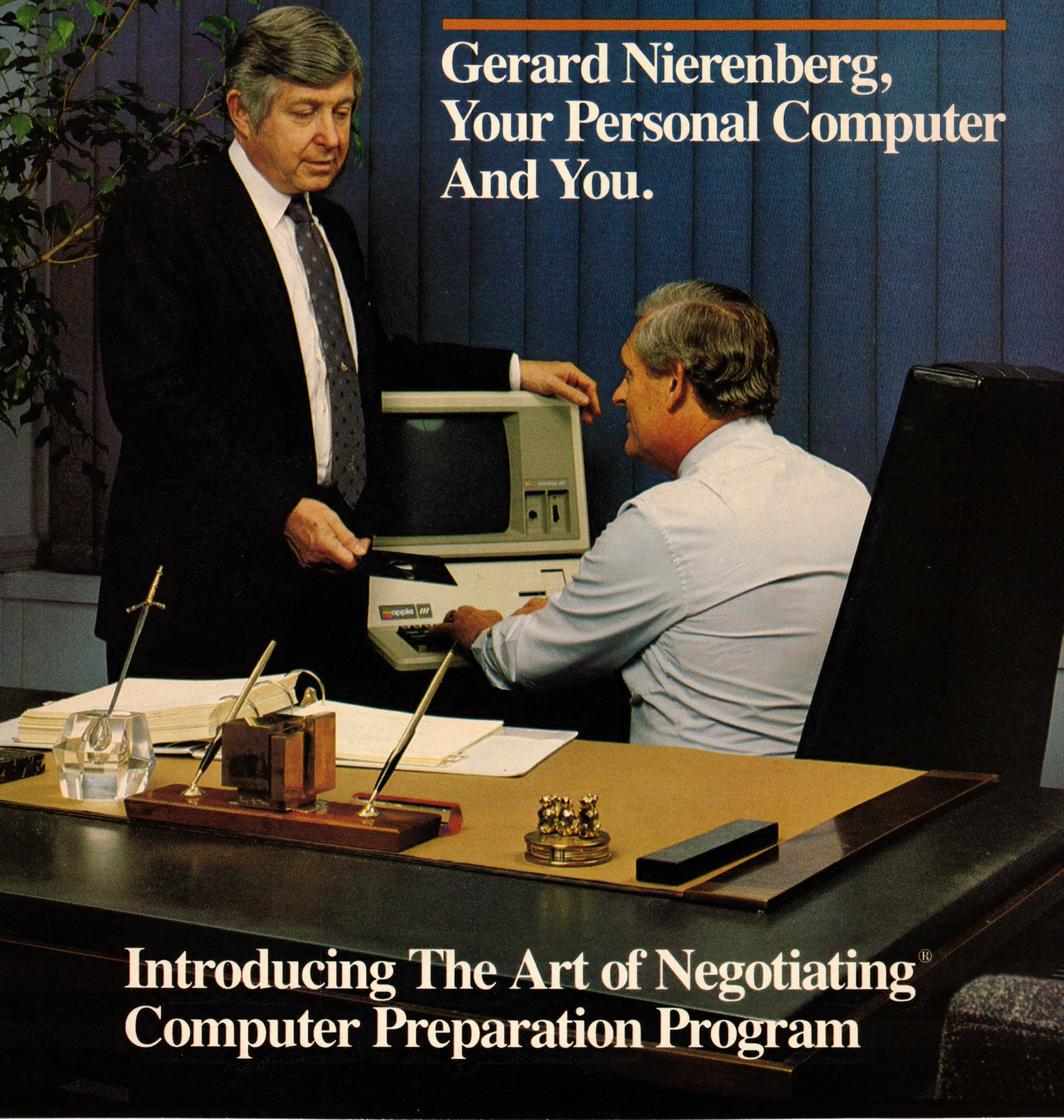


Put Together a Winning Negotiating Team:

Gerard Nierenberg,
Your Personal Computer
And You.



Introducing The Art of Negotiating[®]
Computer Preparation Program

Introducing The Art of Negotiating[®] Computer Preparation Program.

How Gerard Nierenberg can make you a winning negotiator.

If you have attended one of his seminars or read one of his books, you are familiar with Gerard Nierenberg's systematic approach to winning negotiations. Nierenberg is perhaps the foremost authority on negotiation in the world.

Over 115,000 executives have attended the Art of Negotiating[®] Seminars and have benefited from Nierenberg's training. Nierenberg has counselled a generation of business and government leaders in how to achieve everything possible from the negotiation process.

You can now use Nierenberg's methods in every negotiation—with your own personal computer.

Now he is putting your computer to work for you.

This new computer software gives you and your organization the full power of a computer to help plan and prepare for every negotiation. There's nothing like it.

It is the ultimate negotiating tool. Why? Because it is a systematic approach based on Nierenberg's principles. It doesn't depend on pat answers or simplistic formulas. Instead, you probe *your* knowledge and understanding of the key issues in your negotiation. This allows you to discover the most powerful strategic approaches possible.

You can also explore each and every negotiation from both sides. When you're through, you'll know almost as much about the other side as you do about your own side.

The first rule in any negotiation: Be Prepared.

This program will take you by the hand and lead you through all the steps of preparation. It will be your faithful companion throughout the process. It will help you anticipate what will happen and prepare appropriate alternatives.

Even if you are negotiating from disadvantage, being better prepared than your opponent will help you come out ahead. This program can give you the edge on all your negotiations. That goes for dealing with suppliers, a major contract negotiation or a legal disagreement. It can even be applied to a personal negotiation between friends or family members.

Now you can get it down to a fine science.

Now, for the first time, you can bring Nierenberg's methods to your negotiations. A computer is responsive to your specific needs in ways that a book could never be. The computer "remembers" every single point that you raise in your preparation.

Here's what the press says about Nierenberg's approach to negotiating:

WALL STREET JOURNAL[®] November 19, 1982

The solution to the football strike would have been simple. "I would have told them to put all the money on both sides into an escrow account. Don't touch it. Play without salaries. No profit taking. Just expenses. Then play chicken. The side that says uncle first loses."

Journal of Commerce[®] August 2, 1982

Mr. Nierenberg's own philosophy is that the aim of negotiation is for everybody to win. A "game" philosophy is poor because nobody wants to be the loser, and the object of competition should be, not a dead competitor, but bringing out differences that can be negotiated for the benefit of all.

Nation's Business[®] April, 1983

What, in a nutshell, is the best way to negotiate? Seek a win-win agreement, which is one that benefits both sides.

AmericanWay[™] July, 1983

While Gerard Nierenberg was one of the early exponents of training people in negotiating techniques, the field is gaining recognition in universities and in government.

Remarkably little was known—or at least published—about its basic principles until recent years. Now, Nierenberg and others have sought to develop and explain principles of negotiating and teach them to others.

U.S. NEWS & WORLD REPORT[®] November 1, 1982

To get the best raise possible, you should know how to negotiate with your employer. Bosses need to be persuaded that a pay boost is necessary for the good of the organization, not your own.

NEW YORK (AP) February 7, 1983

If you're going to try to make everyone who plays with you lose, and you think life's a game, how far do you think you're going to get in life? Everyone's going to try to beat you. And boy, that makes a helluva life.

"Compromise is the fear that everyone loses something... You can give something to the person you're working with and not lose anything."

NEW YORK (UPI) July 5, 1983

"Use these two days as a lever to shake you up and integrate your life into the negotiation process."

When all the variables are counted, they come to 2.5 million. Among his students have been South American business executives, Yukon Indians and State Department diplomats. "I'll lecture anywhere with no qualms. I want to help resolve conflicts."

FORTUNE[®] September 19, 1983

How to be a better negotiator: Gerard I. Nierenberg...discovered the depth of the interest in negotiation some years ago.

How the program works.

You enter details about your own negotiation and the program helps you analyze the material in these key areas.

STRATEGIES

How, where and when you'll approach your opponent and how your opponent will approach you. You will be prepared in advance with counter-strategies to your opponent's moves.

ISSUES AND POSITIONS

The program makes those issues that normally divide the parties clear and understandable. Then, you can put that understanding to work for you.

AGENDA

This is one of the many tools you will be able to use more effectively. You'll see how your agenda can work strategically for you.

CLIMATES

You can control the emotional environment of your negotiation. You can then transform a negative situation into a positive one that will work for you.

NEEDS

The program lets you see unlimited alternatives, derived from the Nierenberg Need Theory. All negotiations are based on *needs*: yours and those of your opponent.

You can examine these needs and develop negotiating alternatives (gambits). Even more importantly, you will be able to evaluate the strengths and risk factors of your gambits before you apply them.

OBJECTIVES

You can focus on what you and your opponent want from the negotiation. This will show you how everyone can get what he or she wants.

FACT FINDING

When you probe the assumptions, you'll find many common areas of agreement.

SUBJECT MATTER

The program helps you see what the negotiation is about and helps you identify everyone who will be involved or affected.

PHILOSOPHY

You will understand what you want from each negotiation. Your negotiating philosophy should work for you to achieve a lasting result.

INTERACTIONS

This unique section of the program shows you how your preparation in one area will sharpen your thinking in other areas.

REPORTS

You will be able to print out an agenda or any other information that you have entered.

What the computerized negotiation program will do for you.

With this software program, you will negotiate better, no matter what negotiating experience you've had.

With Nierenberg's methods, you don't have to be a born negotiator to succeed. Negotiation is a skill you can learn. This computer program helps you master each crucial element in preparation and in negotiation.

If you're a beginner, it will show you all the essentials. If you're an experienced negotiator, it will make you better at doing what you already do well.

PREPARATION

You will be fully prepared, every time, with maximum understanding about how each side approaches the negotiation.

CONFIDENCE

You'll walk into any negotiation *knowing*, not just hoping, that you are fully prepared.

ORGANIZATION

You will organize your thinking about your negotiation. The program makes large-scale and complex negotiations simple.

CONTROL

You'll use your time more efficiently. The program pinpoints when, where and how to apply your negotiating skills. You can prepare under pressure and still cover all the bases.

FLEXIBILITY

You'll become more flexible. Instead of focusing on one or two areas in your preparation, you'll cover them all. No aspect of a negotiation will escape you.

GEARED TO YOUR PACE

You can take as long as you need for your preparation. You don't have to finish in one session. You can take breaks, sleep on your ideas, and then return to your preparation.

UP TO THE MINUTE

You can make revisions. Information in the program can be added to and changed as often as necessary. As new matters arise in your negotiation, you can follow them without losing sight of the previous history of the negotiation.

A Built-in Training Program.

This program can train you to be more of a negotiator than you ever thought possible. You can learn at your own pace, on your own.

And if you're responsible for a negotiating staff, you can train them with this program and monitor their progress. By entering your own analysis into the computer, trainees can observe your approaches and style. You, in turn, can look over your trainees' shoulders and see where they need your assistance.

A Built-in Support System.

The program comes with complete documentation. Our program and manuals are clearly written and will answer almost all of your questions. And if you have a tough technical question, you can call a special hotline, the number of which you will receive when you order the program.

The program is easy to use, even if you're using a computer for the first time. And a computer tutor is built right in. Before you begin to work on your negotiation, you can work with the tutorial to learn how to use the program. The program also comes with a handy, instant-reference card.

You will receive the following materials:

1. The Art of Negotiating®—computer preparation program.
2. An on-line tutorial that teaches you step by step how to use the program.
3. A User's Manual with full instructions and illustrations.
4. The following classic reference works by Gerard I. Nierenberg:

Fundamentals of Negotiating—

The essential negotiating handbook that explains Nierenberg's methods.

Art of Negotiating® Work text—

The desk-top negotiating reference.

In addition, you will receive free updates of the program disks and user's manual for six months.

What this program will do for your organization.

You can teach what you know. You and the skilled negotiators in your organization can teach others your techniques and approaches to particular negotiations.

You can build team work. The program can help you improve team coordination and communication. You create a consistent team approach by making all team members aware of your overall methods and goals. Potentially disruptive differences can be nipped in the bud.

Prepare your group for new situations. When an unusual situation arises, you can use the same methods, they work consistently. If you've used the program before, it will be easier to jump new and higher hurdles.

It will save team time. You will be able to build basic negotiating models (templates) that you and your organization can use over and over for every type of negotiation (purchasing, real estate, etc.).

Everyone will learn from past negotiations.

After each negotiation is finished, you can compare the results with what you anticipated. This will serve as a most effective learning tool and self-correcting device.

What kind of computer you need.

The Art of Negotiating®—Computer Preparation Program is currently available for Apple® computers—Apple II/II+; Apple IIe; and Apple III. You can use any of the following:

Apple II or II+ with 64K of RAM, a video monitor, two floppy disk drives, and an 80-column card.

Apple IIe with a video monitor, two floppy disk drives and an 80-column card.

Apple III with a video monitor and an additional floppy disk drive.

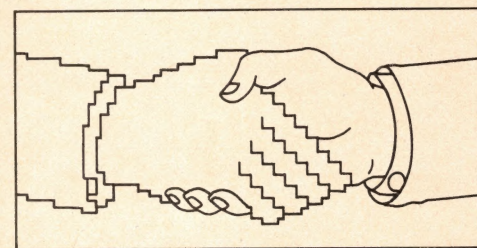
An IBM PC® version will be available in early 1984.

APPLE is Reg. T.M. of Apple Computer, Inc.
IBM PC is Reg. T.M. of IBM Corp.



GERARD I. NIERENBERG is considered the father of contemporary negotiation. He is the founder of the Negotiation Institute, where he and his associates are continuing their investigation into negotiation theories and applications.

In the past seventeen years, Mr. Nierenberg has written seven best-selling books on negotiating, including the now-classic *Fundamentals of Negotiating*, which has become a principal reference for heads of state, presidents of major corporation and public officials throughout the world.



The Art of Negotiating® Computer Preparation Program

Benefits For You

- ☐ Succeed through perfect preparation.
- ☐ Make better deals, whether you're negotiating a major contract or a minor everyday agreement.
- ☐ You will profit, no matter what the situation.
- ☐ Contribute more to your organization.
- ☐ Develop negotiating skills and abilities that will last you a lifetime.

Benefits For Your Organization

- ☐ Become more skillful and effective with clients, customers, suppliers and co-workers.
- ☐ Train others to negotiate with dramatic effectiveness.
- ☐ Improve a particular negotiator's ability and style.
- ☐ Make your negotiating team work to its greatest efficiency.

ORDER FORM

Mail this order form or call us collect at (212) 986-5555 to order your program.

YES! Please send me The Art of Negotiating® Computer Preparation Program, which includes the software program, the on-line tutorial, the User's Manual and two of Gerard I. Nierenberg's best-selling books. Also send me free updates of the program disks and other materials for six months.

Name _____

Title _____

Organization _____

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Phone () _____

This offer is not available to dealers, only to end users. All orders are subject to final acceptance by Editorial Correspondents, Inc. (N.J.)

New Jersey residents please add 6% sales tax.

Price subject to change without notice.

My computer configuration is:

- ☐ Apple II, II + , IIe 80-column card type _____
- ☐ Apple III
- ☐ IBM PC (Delivery upon completion—estimated early 1984)

☐ My check for \$495 made payable to the Negotiation Institute, Inc. in U.S. dollars, is enclosed. (If you already have Nierenberg's books from attending an Art of Negotiating® seminar and do not need them to run the program, the price of the package is \$450.00)

☐ Our purchase order is attached (governmental, educational & health care organizations). Please indicate priority code.

☐ Please charge to my credit card checked below:

- ☐ American Express ☐ MasterCard ☐ VISA

Card # _____ Expires _____

Signature _____

PLEASE SEND OTHER INFORMATION REGARDING:

- ☐ Art of Negotiating®—Two day public seminars
- ☐ Art of Negotiating® In-house seminars
- ☐ Art of Negotiating® for Labor and Management—In-house seminars
- ☐ Video tape training program

- ☐ Newsletter
- ☐ Art of Negotiating® for Every Woman—In-house seminars
- ☐ Art of Creative Thinking™—In-house seminars
- ☐ Audio cassette program
- ☐ Canadian public seminars

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